

INTRODUCTION TO HOSPITALITY MANAGEMENT AND OPERATIONS

DIRECTIONS: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
 2 - Moderately skilled--can perform task completely with limited supervision
 1 - Limitedly skilled--requires instruction and close supervision
 N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
 2 - Moderately knowledgeable--understands the concept
 1 - Limited knowledge--requires additional instruction
 N - No exposure--has not received instruction in this area

A. Hospitality and Tourism Career Exploration

- | | | | | |
|-----|-----|-----|-----|---|
| 3 | 2 | 1 | N | |
| ___ | ___ | ___ | ___ | 1. Research information about careers in hospitality and tourism. |
| ___ | ___ | ___ | ___ | 2. Develop a career portfolio. |
| ___ | ___ | ___ | ___ | 3. Demonstrate the importance of professional dress and grooming for employment practice. |
| ___ | ___ | ___ | ___ | 4. Discuss the importance of professional and ethical behavior on the job. |
| ___ | ___ | ___ | ___ | 5. Explore postsecondary training and educational opportunities. |

B. Communication, Human Relations, and Interpersonal Skills

- | | | | | |
|-----|-----|-----|-----|--|
| 3 | 2 | 1 | N | |
| ___ | ___ | ___ | ___ | 1. Demonstrate service methods that meet the expectations of customers. |
| ___ | ___ | ___ | ___ | 2. Discuss the impact customer relations have on success of the hospitality industry in a diverse setting. |
| ___ | ___ | ___ | ___ | 3. Describe the verbal, nonverbal, and written communication skills needed in a hospitality setting. |
| ___ | ___ | ___ | ___ | 4. Analyze ways of dealing with stress and conflict in the workplace. |
| ___ | ___ | ___ | ___ | 5. Examine techniques to communicate with diverse groups such as international travelers, disabled workers or guests, and special needs populations. |

C. Safety and Sanitation

- | | | | | |
|-----|-----|-----|-----|---|
| 3 | 2 | 1 | N | |
| ___ | ___ | ___ | ___ | 1. Explain safety and sanitation standards as they relate to different departments. |
| ___ | ___ | ___ | ___ | 2. Analyze current safety issues important to the industry. |
| ___ | ___ | ___ | ___ | 3. Identify industry regulatory agencies/organizations (OSHA and DHEC). |
| ___ | ___ | ___ | ___ | 4. Examine health issues related to the hospitality and tourism industry. |

D. History of the Hospitality Industry

- | | | | | |
|-----|-----|-----|-----|---|
| 3 | 2 | 1 | N | |
| ___ | ___ | ___ | ___ | 1. Research the evolution of the hospitality industry. |
| ___ | ___ | ___ | ___ | 2. Discuss the state and local history of the hospitality industry. |
| ___ | ___ | ___ | ___ | 3. Compile the reasons for growth in the hospitality industry. |
| ___ | ___ | ___ | ___ | 4. Explore the impact technology has had on the hospitality industry. |

E. Hospitality Segments

- | | | | | |
|-----|-----|-----|-----|---|
| 3 | 2 | 1 | N | |
| ___ | ___ | ___ | ___ | 1. Identify individual components and employment related to rooms division. |
| ___ | ___ | ___ | ___ | 2. Identify individual components and employment related to the food and beverage division. |
| ___ | ___ | ___ | ___ | 3. Identify individual components and |

employment related to the hospitality partners (recreation, entertainment, attractions, and travel services).